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Docket No: 9116-645

CERTIFICATE OF MAILING

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Lynne W. Moore
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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicants: HUGHES, Larry J., et al.

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Serial No.: 09/874,853

Group Art Unit:

FEB 20 2002

Filed: June 5, 2001

Examiner:

Technology Center 2100

For: **IN-CHANNEL MARKETING AND PRODUCT TESTING SYSTEM**

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, DC 20231

Dear Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98 Applicant herewith submits certain patent references which the Patent & Trademark Office may wish to consider in examining the above-identified application. The references are listed on the attached Form PTO-1449.

Copies of the listed references are also provided. No representation is made or intended that a prior art search has been made or that no better art than that listed is available.

Please charge any fees required, or credit any overpayment, to Deposit Account No. 04-1133.

Respectfully submitted,

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SERIAL NO. 09/874,853

GROUP

Exr. Init.	DOCUMENT NUMBER								DATE	NAME	CLASS	SUB CLASS
aa	5	2	2	7	8	7	4	July 13, 1993	Von Kohorn			
ab	5	2	5	5	2	1	1	October 19, 1993	Redmond			
ac	5	9	7	0	4	7	1	October 19, 1999	Hill			
ad	6	0	2	6	3	7	6	February 15, 2000	Kenney			
ae	6	1	4	7	6	8	6	November 14, 2000	Brown, et al.			

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[illegible]

ba	Communications of the ACM - "Electronic Shopping"; Gerald L. Lohse and Peter Spiller; July 1998/Vol. 41. No. 7, pp. 81-88.
bb	"Quantifying the Effect of User Interface Design Features on Cyberstore Traffic and Sales"; Gerald L. Lohse and Peter Spiller; CHI 98 18-23; April 1998, pp. 211-218.
bc	Shopper's Eye: "Using Location-based Filtering for a Shopping Agent in the Physical World"; Andrew E. Fano; 1998, pp. 416-421.
bd	"Opportunistic Exploration of Large Consumer Product Spaces"; Doug Bryan and Anatole Gershman; 1999 ACM, pp. 41-47.

9116-645

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and no considered. Include copy of this form with next communication to applicant.